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HomePage.com Provides Personalized Page Services to SportsPage.com

*Business Editors, Sports Business & High-Tech Writers. **Business Wire**. New York: Apr 11, 2000. pg. 1*

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Abstract (Article Summary)

(BUSINESS WIRE)--April 11, 2000--SportsPage.com, the leading sportstainment **Web** site that provides users with a total multimedia entertainment experience, announced today that they have selected HomePage.com to be its provider of personalized **Web page** services. HomePage.com is the leading Application Service Provider (ASP) of home **page** solutions for ebusinesses. SportsPage.com will be the first **Web** site to apply HomePage.com's proprietary and turnkey "MyPage" solution for its private label home **pages**. This is the first deal in which HomePage.com will create a **personal portal page** service, that functions like MyYahoo, for one of its clients.

Under the deal, HomePage.com will create a personalized **Web page** service for SportsPage.com users that will offer personalized content in a modular system. When the service goes live in May 2000, SportsPage.com visitors and members will be able to set up a **personal Web page** quickly and easily. For example, if a user only wants to see hockey news and **profile** their favorite team, they can customize their "MyPage" to aggregate the hockey news and team updates. Each user will also have 20 MB of free **web** space for their own use with an easy- to-remember **web** address under the referring domain (example: [http:// joefan.sportspage.com](http://joefan.sportspage.com)) that will be accessible from the SportsPage.com home **page**.

Full Text (716 words)

Copyright Business Wire Apr 11, 2000

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"We're extremely pleased that SportsPage.com wants to expand its offering through our Web loyalty and traffic-building tools. As one of the most comprehensive sports sites on the Net, they have an enormous amount of content and an enthusiastic fan base. Their member relationships will expand even more through personalized Web pages," said Tim Cahill, CEO, HomePage.com. "We are excited that HomePage.com's 'My Page' solution will be part of SportsPage.com's audience retention strategy, facilitating greater interaction among the site and its fans everywhere."

"HomePage.com will be supplying SportsPage.com with a key piece of site infrastructure as we expand our Web site and initiate other new content, programming, commerce and service strategies," said Dan Hoisman, President, founder and CEO of SportsPage.com. "Personal web pages are something our members will keep coming back to, and they'll also be used to inform their friends and family about their interests. We are excited to be able to offer HomePage.com's 'MyPage' solution to our members."

About HomePage.com

HomePage.com (www.homepage.com), an idealab! company, is the leading ASP of home page solutions for ebusinesses. HomePage.com's clients include @AOL's ICQ, ARTISTdirect.com, About.com, Discovery.com and PETsSMART.com, among others. These clients use HomePage.com's hosted solution for building customer retention, traffic and loyalty. The company offers seamless front and back end integration and works closely with clients to customize a home page offering for their users. The heart of HomePage.com's success is its flexible and proprietary "Powered by HomePage.com" system, which uses a unique combination of FreeBSD and Linux operating systems. "Powered by HomePage.com" ensures customers a high-performance, easy-to-use, crash-free personal publishing experience. HomePage.com is backed by idealab!, idealab Capital Partners, J.& W. Seligman and Moore Capital Management.

About SportsPage.com

SPORTSPAGE.COM is a comprehensive, independent and personalized sportstainment website providing users with a total multi-media entertainment experience. Users can personalize their homepage with preferred content including real-time scores, stories about their favorite teams and players and national and international sporting events, photos, videos and reels, the tracking of fantasy players, teams and even their own office pool in the most compelling format. Exclusive interviews with athletes and coaches, insider picks, fantasy leagues, chat rooms, athlete profiles and status reports on sports legends are more of the many features available on SPORTSPAGE.COM. The entire website is free to all visitors. In addition to exclusive contests, promotions, merchandise and memorabilia, the website also features the original animated web shows THE STAN AND STAN BIG SPORTS SPECTACULAR EXTRAVAGANZA!, 714 MULBERRY LANE and the soon-to-be released THE CASTOWAYS.

SPORTSPAGE.COM was founded by a solid team of influential leaders from the business and sports industries. Principle partners include Edward P. Roski, Jr., renowned co-owner of the @Los Angeles Kings hockey team and leader in the development of the team's new arena, the STAPLES Center; Chairman Ronald N. Tutor - owner and CEO of @Tutor- Saliba Corporation, and renowned sports-caster and current Access Hollywood anchor Pat O'Brien. A privately held company, SPORTSPAGE.COM is based in Los Angeles, California.

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